

# Intel® Celeron® M Processor

Trademark and Logo Usage Guidelines



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# Introduction

## Overview

The Intel® Celeron® M processor establishes a value-product line for mobile systems. Based on an architecture designed specifically for mobile computing, the Intel Celeron M processor delivers a balanced level of mobile processor technology and exceptional value in sleeker, lighter notebook designs. The Intel Celeron M brand should only be used in promotion of notebooks based on the Intel Celeron M processor. All other mobile computers using the Intel Celeron processor should continue to use the existing Intel Celeron brand.

## Branding

The key to the success of the Intel Celeron M brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Celeron brand in all communications. Consistent brand expression based on these guidelines will build a strong link to the Intel brand that people know and trust while communicating the branded product offering and its unique value proposition.

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo "swirl" and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

#### Intel® Celeron® M Name

The processor name reverses to white out of the specific blue of the Celeron® M processor. The Celeron M processor Blue, Pantone® 284, provides an effective contrast and strong prominence for the white text.



trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

#### "inside" Attribution

"inside" has been added to the lower right corner of the badge to complete the read-through from "Intel" to "Celeron M" to "inside." It appears reversed to white from the Celeron M processor Blue to facilitate a smooth read-through.

#### Intel® Corporate Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo "swirl" and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

#### Intel® Celeron® M Name

The processor name reverses to white out of the specific blue of the Celeron® M processor. The Celeron M processor Blue, Pantone® 284, provides an effective contrast and strong prominence for the white text.



#### Badge Shape

A distinctive shape has been developed for Intel® platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

#### "inside" Attribution

"inside" has been added to the lower right corner of the badge to complete the read-through from "Intel" to "Celeron M" to "inside." It appears reversed to white from the Celeron M processor Blue to facilitate a smooth read-through.

# Color Palette

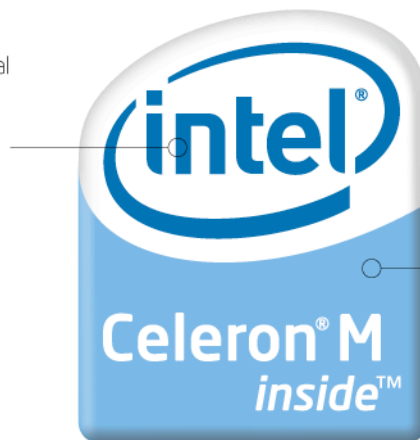
The Intel® Celeron® M processor will be promoted only in the supporting company of the Intel® brand. The simple color palette reinforces the basic PC positioning message.

Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

CMYK = 100, 40, 0, 0

RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Celeron brand from other processor brands.

CMYK = 55, 19, 0, 0

RGB = 106, 173, 228

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

# Sizing

To maintain the legibility of the Intel® Celeron® M logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)  
wide for print

## Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels  
wide for online

## Online Minimum Size

A 62-pixel wide version is available for use in online applications.

# Backgrounds

Whenever possible, place the Intel® Celeron® M logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

# Clear Space

To reinforce communication goals and maintain the strength of the Intel Celeron M logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Celeron M logo, the clear space surrounding the logo is equal to the height of one “n” in “Intel.”



The area surrounding the Intel Celeron M logo should be even and free from typography, illustration, or other graphic elements whenever possible.

# Incorrect Usage

The following are examples of incorrect expressions of the Intel® Celeron® M logo. Do not use these or other treatments that weaken the consistency of the brand identity.

**Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.





# Reproduction Specifications

The Intel® Celeron® M logo print files have been created in vector format using Adobe® Illustrator\* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

\* Other names and brands may be claimed as the property of others.

## Artwork Formats

### Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Web/Rich Media: RGB

Format 1: swf

Colors: R, G, B

Available size: 60 pixels height

Format 2: EPS

Colors: R, G, B

Available size: 1" height

### Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

### Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 1670, 62 pixels widths

### Print: Spot Color

Format: EPS

Colors: Intel Blue, PMS 283, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Merchandise: Spot Color

Format: EPS

Colors: Intel Blue, PMS 283, K

Available size: 1.25" width

### Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

# Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

**Intel, the Intel logo, Celeron, and Celeron Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.**

## Proper trademark usage rules include:

- As with all other trademarks, the Intel® Celeron® M trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Celeron M trademark (e.g., Intel® Celeron® M processor). The approved nouns for the Intel Celeron M trademark are brand, logo, mark, name, processor(s), and trademark.
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Celeron® M trademark. **Do not use any trademark symbol after the "M."**
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Celeron® M trademark (e.g., Intel® Celeron® M processor).
- Never hyphenate or abbreviate the Intel® Celeron® M trademark.
- Never incorporate the Intel® Celeron® M trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g., Intel® Celeron® M processor 3xx).
- If the processor name designates Low Voltage (LV) or Ultra Low Voltage (ULV) the full term or its abbreviation should follow the processor name but be before the processor number or speed (e.g., Intel® Celeron® M processor Low Voltage 3xx or Intel® Celeron® M processor LV 2.20 GHz). There must be one clear space before and after the use of term or abbreviation.

# Trademark Usage

## Examples of Intel® Celeron® M Processor Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Celeron® M processor	Celeron
Intel® Celeron® M processors	Celerons
Intel® Celeron® M processor 3xx	Intel® Celeron® M processor 2.80 GHz
Intel® Celeron® M processor 3xx	Intel® 3xx Celeron® M
ABC system with an Intel® Celeron® M processor	ABC Celeron system
Intel® Celeron® M processor power!	Celeron Power!
Motherboard with an Intel® Celeron® M processor	Celeron motherboard
Computer containing an Intel® Celeron® M processor	Celeron computer
System with an Intel® Celeron® M processor	Celeron system
Value processors	Celeron-class

# Thank You

Proper and consistent use of the Intel® Celeron® M logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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